



nz nutrition
FOUNDATION

Annual Report 2008-2009

Mission Statement

*Kia whakareia te ōranga o ngā tāngata o Aotearoa ma te whakamana
i ngā wawatā hei tohu kai hauora, kai reka, hei ora kakama.*

To enhance the quality of life of New Zealanders by encouraging
informed, healthy and enjoyable food choices, as part of an active lifestyle.

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Nature Of Business

Nutrition Education & Promotion

Registered Office

Level 2, 507 Lake Road, Takapuna, North Shore

Business Location

Takapuna, North Shore, Auckland

Patron

Sir John Scott, KBE, MD, FRCP, FRACP, FRSNZ

President

Richard B. Jamieson

Accountant

Staples Rodway, 45 Queen St, Auckland

Bankers

National Bank of New Zealand, Manukau City

Honorary Solicitor

Warren Templeton

Auditors

C.R. Wylie, Auckland

Executive Councillors

Fiona Carruthers (Chair)
Sue Pollard (Chief Executive Officer)
Nichola Hart (Secretary)
Richard Gearry (Medical Director)
Elaine Rush (Chair, Scientific Advisory Group)
Staples Rodway Accountants (Treasurer)

Councillors

Fiona Carruthers (Chair)
Julian Jensen
Geoff Scott
Tim Skellern
Molly Nepe
Laurence Eyres
Stephanie Horrocks
Pamela Williams (Co-opted)

Staff

Sue Pollard (CEO)
Carolyn Cairncross (Nutritionist)
Sarah Hanrahan (Nutritionist)

Fiona Carruthers is a New Zealand-registered Nutritionist, having begun her career as a dietitian in the UK. She has been Nutrition Manager at Beef + Lamb New Zealand since 2001, serving as a Nutrition Foundation Councillor during the same period, taking over as Chair in 2007. Fiona also chairs the International Meat Secretariat Human Nutrition and Health Committee and is a freelance writer for consumer media both within New Zealand and overseas.



The Foundation's mission is to enhance the quality of life of New Zealanders by encouraging informed, healthy and enjoyable food choices as part of an active lifestyle. Now, more than ever, this needs to be realised.

The new Government's move away from obesity and nutrition as priority health targets increases the responsibility on those of us working in this area to facilitate much-needed improvements in the health of New Zealanders.

As part of the process, establishing a new business plan for the Foundation this year made us stop and think. We dreamt big dreams about where we would like the Foundation to be in three years' time, but also reflected on its current attributes. The Foundation achieves thanks to passion, commitment and expertise. It is no surprise then, we set our sights high in order to maintain the Foundation's rightful position at the forefront of the New Zealand food and nutrition community.

The Foundation is proud to work alongside its members, offering advice, nutrition information services and undertaking joint events, particularly professional development. The compilation of a 'case study' document reminded us of the many ways in which the Foundation helps members fulfil their nutrition objectives. Its position as the primary independent nutrition organisation makes this particularly attractive to corporate members whose integrity is often under scrutiny.

While commitment is an undeniable strength of the Foundation, vulnerability from a fragile income model is an obvious weakness. The team works hard to manage members' expectations, ensuring value for money from a quality service. Building the membership base and identifying new funding streams will also help to ensure the Foundation's survival in the current economic climate.

The speed of communication and accessibility of information increases at what can seem an overwhelming pace. But whether exhilarating or exhausting, it has to be

embraced in order to remain valid. Whilst not 'twittering' quite yet, the Foundation has welcomed the ever-changing information environment with the launch of its two websites, www.nutritionfoundation.org.nz and www.emark.co.nz. Their completion was particularly rewarding to all those involved in their development, and deservedly so.

The Foundation continues to operate on a very small staff, but one which has increased this year. Thanks to a job-share arrangement, we now have two nutritionists working along the CEO. Their skills are complementary, resulting in a natural division of responsibilities within the nutrition portfolio. Their new ideas and enthusiasm have ensured the momentum gained over the last couple of years since the introduction of the nutritionist's post has continued to escalate. Our CEO, Sue Pollard, leads the team with unwavering dedication. Her involvement in the Food International Organisations' network gives her invaluable peer support as well as helping keep us abreast of international issues impacting New Zealand.

Membership of the Council and Executive has remained relatively constant this year, thanks to the continued willingness of members to give their time voluntarily to a cause in which they firmly believe. In contrast, the Committee for Healthy Ageing has new members and a new name, but continues to punch well above its weight under the tireless leadership of dietitian Julian Jensen. The development of our new websites and detailed examination of the science surrounding the eMark have ensured the Scientific Advisory Group has also been busy; Professor Elaine Rush ably directing their many activities. It continues to be a privilege to chair this Council and I am indebted to the Councillors for all their hard work. I know they will join me in thanking the staff for an impressive year and you, the members, for working with us to achieve our shared goals.

Fiona Carruthers
Chair



2008-09 at a glance

April

- Launch of the National Cholesterol Education Programme of New Zealand (NCEPNZ) in partnership with Unilever.
- Publication and distribution of the NCEPNZ pamphlet, *'Heart to Heart: a simple guide to lower cholesterol through diet and lifestyle'* - 34,000 distributed over the year.
- Submission to FSANZ: voluntary addition of fluoride to packaged water.

May

- Re-launch of the New Zealand Nutrition Foundation and Kellogg's Nutritionist Development Award (NDA).
- NDA media release, *'Award helps create world class Kiwi nutritionists'*.

June

- Research commissioned on consumer preferences for nutrition terms.
- Attended the New Zealand Institute of Food Science and Technology conference.

July

- Quarterly newsletter, *'Nutrition News'* published.
- Media release, *'Older people's nutrition a cause for concern'*, resulting in three radio interviews and extensive coverage in e-news and print media.
- Media release, *'New Zealand Nutrition Foundation adds to wealth of expertise'*, to announce the appointment of a new Medical Director and experts to the Foundation's committees.

August

- *'Get the real story on potatoes and nutrition'* seminars in Auckland, Wellington and Christchurch, featuring Dr Carolyn Lister, Carl Massarotto and Glenda Gourley. Held in partnership with Crop and Food (now Plant and Food) and Horticulture NZ - total attendance over 250.

September

- New Zealand Nutrition Foundation AGM, incorporating:
 - Presentation of New Zealand Nutrition Foundation and Kellogg's 2008 Nutritionist Development Award to Kristin Leaity
 - The AGM seminar, *'Why do we eat what we do?'* - on the role of the food industry and Government in the food choices of New Zealanders, featuring Parliamentary candidates, Lisa Er and Conor Roberts, representing the Green and Labour parties respectively, Vicki Hamilton, Executive Director of the Food Industry Group and Christine McKay, Social Marketing Project Manager, *'Let's Beat Diabetes'* project, Counties Manukau - attendance 100.
- Media release, *'Young dietitian wins prestigious national award'*.
- Media release, *'Potentially harmful myths about diet products'*.
- *'Aspartame, facts and fiction'* seminars held in Auckland and Wellington, featuring Canadian toxicologist, Dr Bernardene Magnuson and Foundation Secretary, nutritionist, Nikki Hart. Held in partnership with Coca Cola and Network Communications - attendance 160.
- Two nutritionists appointed, Carolyn Cairncross and Sarah Hanrahan.

October

- *'Nutrition news'* published.
- Media release, *'New Zealand Nutrition Foundation stocks its pantry with new expertise'*. Coverage gained in professional/industry media.
- Presentation at the New Zealand Dietetic Association conference, *'What dietitians bring to the New Zealand Nutrition Foundation'*.
- Media release, *'Enough talk: time for action on cholesterol'*, giving notice of forthcoming cholesterol seminar, resulting in radio and print media coverage.





November

- 'Diet and cholesterol: unmet potential?' NCEPNZ seminar in Auckland, with speakers Professor Murray Skeaff, Otago University, Professor Peter Jones, University of Manitoba, Canada and Professor Rod Jackson, University of Auckland - attendance 180. Professors Jackson and Jones were subsequently interviewed on National Radio.
- Attended the Ministry of Health National public health nutrition and physical activity provider meeting.

December

- 'Nutrition news' published.
- Presentation at the Nutrition Society of New Zealand conference, 'The eMark food classification system.'
- Presentation, 'Front-of-Pack Labelling', at the Lexis Nexis conference, 'Food and Beverage Law 2008.'

January

- Media release, 'Keeping to New Year resolutions'.

February

- Launch of the eMark website, www.emark.co.nz.
- Submission to National Health Committee: Maori and informal caregiving.

March

- 'Nutrition News' published.
- 'Promoting optimal nutrition and physical activity for older Māori and Pacific People' seminar held in Auckland, featuring dietitians Sian Warriner, Leonie Matoe, Soana Muimuiheata and Alison Wagstaff, physiotherapist Sarah Mooney and Maori Green Prescription workers, Amiria McGarvey and Ranui Hapi - attendance 140.
- Media release, 'Nutrition is not a priority for older Maori and Pacific people', attracted coverage in several print media and media interviews.
- Submission to the New Zealand Food Safety Authority: front-of-pack labelling policy guideline.





Medical Director's Report

Dr Richard Gearry is a Senior Lecturer in Medicine at the University of Otago, Christchurch and Consultant Gastroenterologist at Christchurch Hospital. He has a strong research and clinical interest in luminal gastroenterology and nutrition support, and has published widely. He has gained additional clinical expertise from time spent at Box Hill Hospital in Melbourne and St Mark's Hospital, London. Richard has strong links to inflammatory bowel disease and coeliac disease patient groups and has been a Foundation Councillor since 2008.



For medical issues surrounding nutrition in New Zealand, 2009 has been a little like the Clint Eastwood classic movie, *The good, the bad and the ugly*. Luckily "the good" has markedly outweighed "the bad" and "the ugly!"

After my appointment to the role last year, my family and I spent three months in London, UK, while I was on secondment at the Lennard-Jones Intestinal Failure Unit at St Mark's Hospital. While this was a fantastic learning opportunity for me, I was unable to complete a report, so it is with great pleasure I write my first annual report as medical director of the New Zealand Nutrition Foundation.

The Foundation continues to develop existing projects and look for new opportunities, while keeping a close eye on contemporary nutrition issues affecting New Zealanders. Highlights for the year have been the nutrition health promotion activities of the Committee for Healthy Ageing and eMark. The Committee for Healthy Ageing should be congratulated on their progress to date with the launch of the bookmark and continued success with educational seminars.

It is especially pleasing the Foundation will host the seminar *Nutritional issues in older people – making meals matter* on Wednesday 28 October in Christchurch. This will feature Dr Mike Stroud, nutrition expert from the UK and keynote speaker at the AUSPEN meeting, in addition to New Zealand dietitians, Sally Watson, Kaye Dennison and Julian Jensen. This will be an excellent seminar and members are encouraged to contact the Foundation to register early for the limited places available.

The hard work that has gone into the eMark project has led to the website being launched earlier this year. This concept now provides the public with excellent data on

the energy density of foods. As more food producers submit their foods for analysis I am confident the vision shown by members who have driven this initiative will be rewarded. The Foundation also continues to disseminate nutritional news regularly and provides an important focal point for nutrition issues within New Zealand. Congratulations must go to members of the Council, Executive and especially Sue, Sarah and Carolyn, working tirelessly in the office.

While the Foundation has gone from strength to strength in difficult economic times, there have been a number of concerning messages about nutrition coming out of Wellington.

The issue of folic acid in bread has been very topical this year as New Zealand had planned, with Australia, to move towards mandatory fortification. The planned fortification would have led to 35% of the recommended daily intake of folic acid for women around the time of conception being taken through bread, with the remainder coming from other dietary sources. Most New Zealand women do not receive sufficient folic acid in their diet to prevent neural tube defects and, while many women planning pregnancy will take supplemental folic acid, at least half of all New Zealand pregnancies are unplanned, increasing the risk of preventable neural tube defects in this group. The proposed fortification would have saved up to 14 fewer neural tube defect-affected pregnancies per year. Opponents of folic acid fortification cited examples of increased risks of both Crohn's disease and cancer in those taking folic acid supplementation, but there is no hard scientific evidence to support these assertions. Unfortunately, this excellent public health measure is now being shelved. It is unlikely voluntary fortification of some bread will lead to any meaningful reduction in neural tube defects; hopefully the Ministry of Health can collate these data to document this into the future.





The other concerning changes in policy from Wellington centre around the “reprioritisation” of funding for the provision of healthy foods in the Ministry of Education’s National Administration Guidelines, the funding for District Health Boards to employ nutritionists/dietitians to work with schools, and the change in the nutrition fund for schools. It is clear from international and national research a focus on nutrition as part of health promotion is vital in our efforts to reduce the current epidemic of obesity affecting both adults and children in the western world.

It is unfortunate the present Government’s zeal to rid itself of the perceived “nanny state” problems attributed to the previous Government has led to the dissolution of positive public health measures to tackle real life medical issues facing our country.

Despite the bad and the ugly mentioned above, the Foundation is well-positioned to move into the next decade as a central player in the promotion of nutrition as part of a healthy life for all New Zealanders. I am thoroughly looking forward to the challenges that lie ahead.



Dr Richard Gearry
Medical Director



Sue Pollard qualified as a dietitian and worked in many areas of the profession, from clinical to diabetes to community services before gravitating to food service management. This led to more general health management roles from the early 1990s at Waitemata and Auckland DHBs. She returned to her nutrition roots in 2005, when she took up the CEO role at the Foundation. Sue is a past president of the New Zealand Dietetic Association, and has both a post-graduate DipHSM and an MBS (Management) from Massey University.



In 2008-09 the Foundation made good progress with its business goals:

Goal 1: Improve the quality and quantity of food and nutrition information

- The development of the new Foundation website, **www.nutritionfoundation.org.nz**, was a major focus for the year in this area. The considerable work involved in its preparation has produced a wealth of up-to-date nutrition information, reviewed by web content experts and approved by members of our Scientific Advisory Group.
- Professional development opportunities through the Foundation and in partnership with corporate members have remained popular. Details of these can be found in '2008-09 at a glance' on p.4.
- Dietitian Kristin Leaity won the 2008 Kellogg's and New Zealand Nutrition Foundation Nutritionist Development Award. The \$5000 award enabled her to attend an American Dietetic Association conference in Chicago, helping her further develop skills in communicating healthy eating habits and lifestyles. Kristin works for a leading foodservice provider, responsible for national dietetic initiatives as well as the development of the company's successful health and wellness programme, run in over 70 sites nationwide.
- Submissions on significant food and nutrition-related topics, including food labelling, folic acid fortification and the voluntary standards for advertising food and advertising to children, were made to FSANZ, the NZFSA and the Advertising Standards Authority.
- Qualified nutrition advice and review of nutrition-related material by the appropriate expert from the Foundation has assisted many corporate members during the last year.

Goal 2: Improve the Foundation's visibility and profile

- We strived to maintain our increased media presence, issuing a number of media releases and letters to editors on a variety of topics, including:
 - Eating on a budget
 - The science of aspartame

- The Nutritionist Development Award
- Keeping to New Year resolutions
- Nutritionist appointments
- Potatoes and nutrition
- Cholesterol and diet
- We continue to be grateful for the support we receive in this area from Network PR. Simone Bell, the Foundation's PR Director, was on maternity leave most of the year but Katherine Litten, also from Network PR, temporarily filled the gap. Simone resigned from her job early in 2009 and the PR Director role remains vacant.
- The Foundation continued its membership of and/or partnerships with the following organisations:
 - **The New Zealand Institute for Plant and Food Research:** the Memorandum of Understanding for the eMark project continues until June 2010 with a right of renewal for a further five years.
 - **The Food Information Organisation International Network (FIO):** This global network continues to provide valuable insight and resources, giving access to the latest science-based research and communications.
 - **The New Zealand Food Safety Authority (NZFSA):** We continue membership of the Food Manufacturers and Processors Advisory Forum, Consumer Forum and FoodSafe Partnership. NZFSA is currently reviewing the activities of these groups.
 - **Food Standards Australia New Zealand (FSANZ):** As a member of their stakeholder group we receive regular updates and news and are invited to provide submissions and attend their stakeholder consultative meetings.
 - **Fruit and Vegetable Alliance (FAVA):** This group has re-convened as a smaller working party, chaired by Jenny Yee (Frucon), with a new Memorandum of Understanding being negotiated.
 - **The Board of Agencies for Nutrition Action (ANA):** Contracts for some of its activities with SPARC and the Ministry of Health have not been renewed so ANA is reviewing its plans for the future.



- **Professional organisations**, including active membership of the New Zealand Institute of Food Science and Technology, Nutrition Society of New Zealand and New Zealand Dietetic Association, including the Dietitians in Food Industry Special Interest Group.

Goal 3: Manage our own projects successfully

- **New Website:** We launched our new Foundation website after the end of the financial year of this report, in July 2009. Early feedback has been positive.
- **Health of Older People:** see report on page 10.
- **eMark:** see report on page 13.

Goal 4: Increase our membership

- At the end of 2008-09, the Foundation had 27 corporate members, having lost three and gained one during the year. Our individual memberships increased from 142 to 148 (4%).
- New strategies to improve the value of membership benefits include:
 - New corporate membership categories with defined benefits, personalised to meet the member needs.
 - Key account management system to improve the contact maintained with members.
 - Active recruitment plan for 2009-10.
 - Fortnightly e-news update for all members, to complement the quarterly newsletters.

Goal 5: Improve business systems

- A soon-to-be launched member-only area of the Foundation website will enable members to pay subscriptions on-line and update contact details. This increases convenience for members and accuracy of distribution lists.

In early 2009 the Foundation's Council and staff met to review the strategic plan. Whilst the strategic goals have not changed from those reported on above, new priorities have been identified to reflect the new

working environment. New priorities for 2009-10 include consumer and media education (primarily through www.nutritionfoundation.org.nz) and communication with members and stakeholders. It is 'business as usual' for our other goals.

In the current recessionary environment NGOs, such as the Foundation, can struggle to remain viable. Many organisations like ours have also been hard hit by the new Government's change in priorities and it is at times like this I am grateful we do not depend on Government funding. We need to remain of value to our funding source, i.e. members, maximising the return on their investment. Helping New Zealanders make informed food choices may not tug at charity-givers' heart strings but, fortunately for us, key companies providing good food to New Zealanders remain supportive of us and secure our future.

I owe a debt of gratitude to our new nutritionists, recruited in September 2008. Sarah Hanrahan, a registered dietitian with a marketing background, has taken on the management of our eMark project. This is a role in which her previous networks and skills are proving invaluable. Carolyn Cairncross' background in academia and science are befitting for the challenges of our new Foundation website and managing the e-news and quarterly newsletter service for members. Their skills and areas of interest are complementary, with two heads better than one, and both managing a large workload despite part-time hours.

We continue to be supported by a very loyal Council, Executive, Committee for Healthy Ageing and Scientific Advisory Group. Together with members, both individual and corporate, colleagues and friends, they help make the Foundation what it is today. I thank you all and look forward to the challenges ahead.

Sue Pollard
CEO





Report of the Committee for Healthy Ageing (formerly Older People's Working Group)



Julian Jensen is a New Zealand Registered Dietitian with a wide range of practice experience, particularly nutrition of the older person and foodservice management. She has co-authored two books relating to these areas of interest. Until recently, Julian was a consultant dietitian with her own practice, where much of her work was in the rest and residential care sector. She is a Nutrition Foundation Councillor and a founding member of the Committee for Healthy Ageing, of which she is the current Chair.

The Committee for Healthy Ageing has continued to be active in promoting strategies, increasing awareness and knowledge and networking with other groups as goals in promoting health through nutrition and active living for older people. This report includes the achievements from July 2008 to June 2009.

The Committee's new name was announced at last year's AGM – "NZNF Committee for Health Ageing – Promoting Health through nutrition and active living"

Membership of the committee:

Julian Jensen, Chair
Sue Pollard, CEO NZNF
Kaye Dennison, Dietitian, Waitemata DHB
Dr Bevan Grant, University of Waikato
Professor Cliff Tasman-Jones, Physician, retired
Julie Dick, Nutrition Manager, Watties
Dr Carol Wham, Massey University
Diana O'Neill, SPARC
Sione Tupou, Disability Services for Pacific People, ADHB
Dr Graham Davison, Geriatrician, retired
Alison Ogg, Age Concern
Jocelyn Hampton, Dietitian, retired

Advisors:

Beryl Wilkinson
Kathy Peri, Canterbury DHB
Maria Johnson, Taikura Trust
Dr Ngaire Kerse, GP, Auckland University
Katrina Pace, Dietitian
Ineke Riley-Stohl, Physiotherapist
Tai Matenga-Smith, Pacific Island Food and Nutrition Advisory Group

During the year, we welcomed Dr Graham Davison, Sione Tupou, Jocelyn Hampton and Alison Ogg to the committee. Our Advisory group grew from five to seven, to enable us to reach a wider sector of the Aged Care community. This group does not attend meetings, but receives our minutes and other communications. They assist us to meet our objectives when needed.

Activities:

- **Seminar:** Promoting optimal nutrition and physical activity for older Maori and Pacific People, March 2009, Auckland. This was another very well received seminar which we hope to take to the South Island next year. Sponsorship from 5+A Day is very much appreciated.
- **Project Bookmark:** Work progressed on this project and 10,000 bookmarks have been printed. This comprises 5 healthy eating messages and 5 physical activity messages, which were decided by a focus group. The final version was reviewed by 3 focus groups (Auckland, Hamilton and Christchurch). The bookmarks have been distributed to libraries, medical centres, retirement villages and Age Concern, initially in North Shore and Christchurch. We are grateful to SPARC and 5+A Day for their sponsorship of this project.
- **Press Releases:**
 - Top tips for older people keeping nutritionally healthy in times of food price rises, July 2008. This attracted both print media coverage and radio interviews.
 - Nutrition and Physical Activity for older Maori and Pacific people.
- **Collaboration with other agencies:**
 - **Ministry of Health:** Dr Graham Davison has been assisting the Ministry with the revision of the Nutrition Guidelines for Healthy Older People, which is expected to be available for consultation later this year.
 - **New Zealand Food Safety Authority:** We have agreed to work with the NZFSA on their programme to build links with community groups, through strategies such as joint communication initiatives to various at-risk groups, such as older people. Our first activity is to assist them develop a PowerPoint presentation focussing on nutrition and food safety for older people, which will be made available for groups to use.
 - **National Health Committee:** We have commented on a NHC paper on Maori and informal care-giving





- **Evaluation of the Committee for Healthy Ageing:**

Gillian Tustin was commissioned to evaluate the effectiveness of the Committee in meeting its objectives after five years in existence. She found the most successful activity of the Committee has been the seminars. We should continue these to promote nutrition and physical activity for older adults, particularly in regional or provincial locations, with local input. She noted that even now, after 13 seminars, we are still attracting new people.

The Committee for Healthy Ageing has continued to work towards meeting its objectives and has accomplished most of the goals established in its annual action plan. We have discussed the possibility of meeting with MPs to alert them to the pertinent issues relating to older people's nutrition, but we have not acted on this as yet. We need a very strong and clear message, presented in a powerful manner, and we are not quite there yet. In the meantime, we continue to work where we can be effective – with the people working with our older population.

I would like to take this opportunity to thank every member of the committee most sincerely for their enthusiasm and commitment, and Sue Pollard for her management of the committee business. We continue to be enthusiastic for our cause, and it has been great to welcome visitors to our meetings who can help us. I thank those people as well – Tony Kake, for advice on the seminar, Gillian Tustin, for help with the bookmark, seminar and the 5-year evaluation, Gil Hardy of AuSPEN regarding a new seminar opportunity.

Thank you very much

Julian Jensen (Mrs)

Chair, Committee for Healthy Ageing





Report of the Scientific Advisory Group

Elaine Rush is Professor of Nutrition at AUT University and has been the Scientific Advisory Group chair for the Foundation since 2006. She has particular research expertise in the measurement of body composition, energy expenditure and nutrition. With a particular interest in ethnic differences, she has involvement in research and education supporting community interventions to reduce the risk for lifestyle disease throughout the lifecycle.



The purpose of the Scientific Advisory Group is to assure the scientific validity of the Foundation's work.

Guidance and expertise on a voluntary basis is provided by:

- Professor Elaine Rush (Chair), Auckland University of Technology (AUT)
- Dr Richard Gearry (Medical Director), University of Otago and Canterbury DHB
- Professor Murray Skeaff, University of Otago
- Professor Lynn Ferguson, University of Auckland
- Professor Christine Thomson, University of Otago
- Professor Ian Reid, University of Auckland
- Dr Laurence Eyres
- Dr Carol Wham, Massey University
- Dr Clare Wall, University of Auckland
- Dr Jane Elmslie, Christchurch School of Medicine
- Mr. Maurice Wilson, Institute of Environmental Science & Research (ESR)
- Dr Ien Hellemans
- Caryn Zinn, Auckland University of Technology (AUT)
- Professor Cliff Tasman-Jones.

In the last year, the Scientific Advisory Group has provided the following:

- Scientific critique and quality control of the written material for the new Foundation website
www.nutritionfoundation.org.nz

- Media comment on a variety of issues including "super foods", toddler foods, allergy in children and folate in foods
- Regular contributions to the Foundation's newsletter
- Informed the Foundation's response to the Advertising Standards Authority's consultation document on the review of the code for advertising to children and the code for advertising of food
- Advice and critique for the eMark food classification and labelling programme
- Submission on the proposed amendment to the New Zealand Folic Acid standard
- Submission to the New Zealand Food Safety Authority concerning the consultation paper for a front-of-pack labelling policy guide
- Support for corporate members through visits and review of the scientific content of their promotional material
- A presence at all executive and council meetings.

Thank you once again to members of the Scientific Advisory Group for their continued input and participation in Foundation activities. It is appreciated Committee members have many calls on their time but do respond quickly with valuable and considered advice.

Professor Elaine Rush
Chair, Scientific Advisory Group

Overview

The majority of the year was spent in preparing data and information for the eMark website – **www.emark.co.nz**. This involved many hours of work by Jane Petrie and Kelsey Woodcock, allocating serving sizes and eMarks to the generic foods on the Plant and Food research database. Preparing, analysing and checking 32 meal plans was a huge undertaking but they are an integral part of the eMark website. The meal plans are designed to fit different ages, levels of activity, gender and food preferences. We will continue to improve these as we get access to more foods on the database and the ability to include half serves. Trade mark registration was received for the use of the eMark symbol and word (including the stylised version above) in New Zealand. The eMark logos with numbers and colours, shown below, remain outstanding but filed, so are protected from use by others. Australian registration is underway and proceeding slowly.



www.emark.co.nz

The eMark website, www.emark.co.nz, was launched in February 2009 without great fanfare. Our plan was to allow time for the website to be used and amended as necessary before actively promoting the site to the public. During this 'bedding in' period we conducted a usability study, obtained user feedback and made several minor adjustments to ease use of the site. Initial traffic to the

site was slow with promotion primarily to professional bodies and through professional publications.

Advertising to the public began at week 18 through Healthy Food Guide magazine, resulting in a substantial increase in traffic to the site. Print advertising continues in the short term, supported by on-line promotion through the Healthy Food Guide website, www.healthyfood.co.nz.

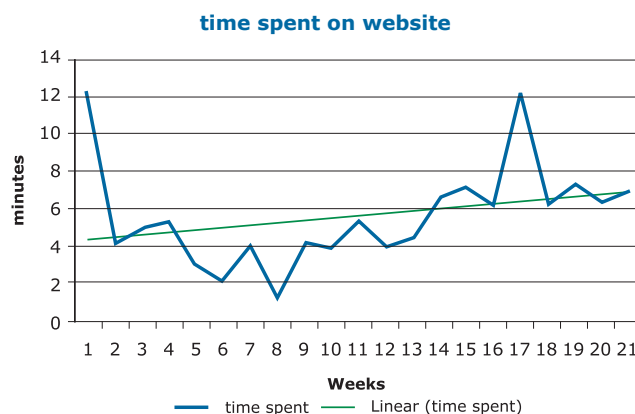
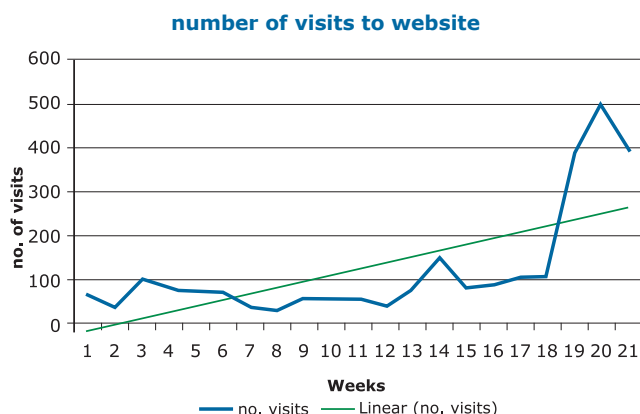
Analysis shows those visiting the website spend an average of 5.34 minutes on the site, indicating a high degree of interest.

Future plans for the website include

- Implementing half serves of foods in the database
- Replacing the news section with a blog
- Adding recipes

Industry Response

eMark is presented to food companies as an interpretive front-of-pack labelling scheme, with some interest from those not already committed to % Daily Intake labelling. The main barriers to its use at present involve uncertainty as to the final Government response to front-of-pack labeling, current industry support for % Daily Intake labelling and the marketing costs associated with being the first to launch the label. We are actively working to overcome the second two of these and expect to sign up our first companies in the coming year.





Financial Report

NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDING MARCH 31, 2009

Description	Actual Yr 08-09	Budget Yr 08-09	Actual Yr 07-08
INCOME			
Project Income/(Loss)	0	-	(20,905)
Subscriptions/ Membership	96,869	101,413	104,894
Consulting fees	200	-	2,300
Donations	115	-	-
Income from Trust Funds	23,408	25,009	27,447
	120,592	126,422	113,737
Add SUNDRY INCOME			
Interest Received	2,244	-	2,194
Dividends Received	1,658	1,500	1,489
	3,902	1,500	3,683
	124,494	127,922	117,420
Less EXPENSES			
Accident Compensation Levy	725	440	439
Annual General Meeting Expenses	3,462	0	1,693
Audit Fees	3,370	3,200	3,200
Bank Charges	65	180	139
Cleaning	-	200	160
Computer Expenses	2,751	3,400	2,540
Consultancy	120	750	273
Depreciation	359	96	374
Entertainment	126	-	-
General Expenses	1,253	1,700	970
Insurance	1,866	1,850	1,737
Interest Paid	-	200	234
Legal Re - Collections	-	-	500
Light and Power	1,472	1,140	1,103
Management and Secretarial	82,561	82,560	82,560
Office Expenses	-	270	258
Postages	584	360	245
Printing and Stationery	4,949	4,200	5,109
Rates	-	-	94
Removal Expenses	-	-	765
Rent - Office	18,048	18,048	17,179
Staff Training	900	810	860
Subscriptions	1,267	600	627
Telephone and Tolls	3,800	4,200	3,905
Travel Local	4,584	4,920	4,278
Travel Overseas	-	-	3,406
	132,262	129,124	132,648
NET DEFICIT AFTER TAX TO ACCUMULATIONS	(\$7,768)	(\$1,202)	(\$15,228)





NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF MOVEMENT IN ACCUMULATIONS FOR THE YEAR ENDING MARCH 31, 2009

Description	Actual Yr 08-09	Actual Yr 07-08
EQUITY BROUGHT FORWARD	78,847	52,665
Nett deficit for the Year	(7,768)	(15,228)
Total Recognised Revenues and Expenses for the Year	(7,768)	(15,228)
Project Reserve Fund Transferred to Accumulated Fund	-	41,411
EQUITY CARRIED FORWARD	71,079	78,847

The New Zealand Nutrition Foundation ended the year with a deficit of \$7,700, an improvement on the previous year when we had a deficit of over \$15,000, and though our total equity has reduced, it remains over \$400,000.

- Income from membership was \$8,000 less than the previous year, which can be largely attributed to the loss of three corporate members. There was an increase in individual membership of 4%.
- Income from trust funds was \$4,000 less than the previous year, not surprising in the current economic climate. On the advice of financial advisers from Staples Rodway, the Council resolved to continue with a conservative investment profile with the main objective of protecting principal. Our investments

are in low risk bonds and term deposits, with a small number of shares.

- Our projects, the Committee for Healthy Ageing and the development of our new website maintain healthy balances of \$9,000 and \$20,500 respectively to take forward to the next year. The eMark project had a deficit of \$6,000 - a timing issue as sponsorship covers the full costs of this project.
- For the current financial year we are anticipating an increase in income from memberships – the individual membership subscription has increased from \$55 to \$75 per annum and we are actively recruiting new corporate members. This should offset the reduced revenue from our investments from the decline in interest rates.





**NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF FINANCIAL POSITION
FOR THE YEAR ENDING MARCH 31, 2009**

Description	Actual Yr 08-09	Actual Yr 07-08
ACCUMULATIONS		
Salary Endowment Fund	330,000	330,000
Accumulated Fund	71,079	78,847
	401,079	408,847
Represented by		
CURRENT ASSETS		
NBNZ Current -00acc	20,583	38,748
Petty cash	-	194
Taxation paid	409	409
Accounts receivable	20,456	36,278
	41,448	75,629
Less CURRENT LIABILITIES		
Accounts payable	10,126	1,309
Committee for Healthy Ageing	8,987	3,000
NZNF Website Project	20,581	12,000
eMark Project	(6,007)	(1,751)
Goods and Services Tax	6,313	7,186
	40,000	21,744
WORKING CAPITAL C/Fwd	1,448	53,885
Add FIXED ASSETS	2,398	2,757
	3,846	56,642
Add TERM INVESTMENTS	397,235	352,204
	\$401,081	\$408,846



Appendix 1 - Code of Ethics

1. Our goals

- Provide up-to-date scientific and credible information on food, nutrition and health.
- Co-ordinate and support the exchange of food and nutrition information between professional groups, food producers and Government agencies.
- Advocate for the knowledge and practice of the principles of good nutrition, thereby promoting health and wellbeing to New Zealanders.
- Develop and assist in the acquisition, dissemination and application of knowledge to promote informed, healthy and enjoyable food choices in New Zealand, including practical strategies for implementing this information.
- Facilitate programmes to improve the health and wellbeing of certain high risk groups.
- Support nutrition campaigns and organisations promoting well-researched nutritional messages.
- Maintain active and reactive media communications.
- Communicate with Government.

2. Our code

The New Zealand Nutrition Foundation (NZNF) maintains best business practice, by:

- being financially accountable
- being true to its mission
- establishing and fostering a network of work-related partnerships
- maintaining its independence
- basing recommendations on scientific evidence.

The Foundation:

- works with the food industry and other food and

health-related organisations to provide scientific nutrition information, advice and comment, to assist them to provide food products and nutrition and health consumer information supporting the New Zealand Ministry of Health's Food and Nutrition Guidelines (NZNFG).

- encourages and supports food industry-initiated innovations to provide consumer products with energy and nutrition profiles consistent with the NZNFG.
- permits the food industry to acknowledge the NZNF as the source of generic advice or specific data, through an approved statement explaining the nature of the advice and/or data provided. Any approved acknowledgement may not be used to indicate the NZNF's endorsement of any product.
- may approve the use of its logo on generic information and material supporting a sponsored scientific meeting or educational activity and to support another non-government organisation (NGO), the Government or other organisations undertaking public services for public good.
- may charge and receive financial compensation for the relevant costs of providing intellectual property and related services.

The New Zealand Nutrition Foundation does not:

- label, identify or promote as 'bad' any food that is consistent with and approved by Food Standards Australia New Zealand (FSANZ) and which meets the NZNFG.
- use a NZNF logo or any NZNF-related information on any material related to a specific food product or information that may be interpreted as endorsement of a specific product.

Appendix 2 - Corporate Members

Beef + Lamb New Zealand
Cadbury
Coca Cola
Foodstuffs (NZ)
Fonterra Brands
Fruco
George Weston Foods
Goodman Fielder

Healthy Food Media
Heinz-Watties
Horticulture New Zealand
Hubbards
Kellogg's
McDonalds
Nestlé NZ
New Zealand Pork

New Zealand Seafood
Council
New Zealand Sugar
Nutricia
Old Fashioned Foods
Provender
Poultry Industry
Association

Tegel Foods
United Fresh/5+A Day
Unilever
Vital Food Processors
Wrigley





Appendix 3 - Councillors and Staff

Councillors

Nikki Hart has a Masters Degree in Nutritional Science, practising nutrition since 1995. Nikki hosted her own TV series 'Eat Yourself Whole' in 2005 and 'The Fat Chance' in 2006. She is currently nutrition presenter for TV3's Sunrise. She writes a weekly column in New Idea magazine and features in other publications. As well as her media work, Nikki is a nutrition advisor for the Australasian Low Calorie Sweetener Advisory Board and an independent nutrition consultant for many New Zealand companies.



Stephanie Horrocks and her husband Philip run provender®, the largest workplace vending and refreshment supply business in New Zealand. Through her involvement with provender®, Stephanie became interested in nutrition and healthy eating/living/working environments. provender®, as market leader in workplaces, believes it is important to deliver a wide range of products and has been instrumental in guiding manufacturer delivery of new products. Stephanie also developed their Lifestyle-Balance® brand range of snacks offering healthier options.

As a kid, sixth generation kiwi chef **Geoff Scott** loved cooking for his family of seven so decided to take up the pans at Auckland Technical Institute. After two years at the Regent Hotel in Albert Street, Geoff headed to the kitchens of Le Gavroche in London, Gualtiero Marchesi, Milan and Alain Ducasse, Monte-Carlo. He is now owner chef of iconic Auckland restaurant Vinnies, where he cooks every night. He consults to Air New Zealand business class, is the Dom Pérignon Ambassador Chef and winner of the New Zealand Culinary Fare Restaurant of the Year in 2008. Geoff is also a father of three under five!



Dr Laurence Eyres has been in the food industry for over 30 years. Starting with Abel's margarine in the 1970s, he has subsequently worked for the New Zealand Dairy Board, APV, Bluebird Foods, Massey University, NZ Dairy Foods, Fonterra Brands and more recently Auckland University. He is a fellow of the New Zealand Institute of Food Science and Technology and a regular contributor to its journal Food New Zealand, editing 'Oil and Fat News'. He is also a Board member of FSANZ, being reappointed for a second term in July 2007 as a New Zealand representative.

Tim Skellern's interest in marketing started as a small child watching television trying to guess which product was being advertised. Despite studying economics at University, in 1994, he found himself drawn to a marketing role with Unilever. The first 13 years of his career saw him work on a range of products from frozen food to sunglasses, deodorant to financial services. Tim moved to New Zealand in 2004 to work for Wattie's, and for the last two years has run his own branding consultancy, Black Sheep Brands. Food remains a constant though, remaining connected on a daily basis, sometimes three times a day!





Molly Nepe is a Secondary Teacher and head of the Department of Food and Fabric Technology at Rutherford College. In 2000 she began study towards an MSc in Nutritional Science through Massey University. Her study was interrupted with the birth of her daughter in 2008 but her goal is to complete this. She is a member of the Home Economics and Technology Teachers' Association of New Zealand (HETTANZ) and Technology Education New Zealand (TENZ). She was appointed as Councillor to the Foundation in 2007.

Staff

Carolyn Cairncross has an MSc (Hons) in Nutritional Science from Massey University, specialising in sport nutrition, and a BSc in Chemistry from Deakin University. Prior to joining the Foundation, she was nutrition educator for the Sport Auckland 'Green Prescription' programme, lectured in human nutrition at Massey University and ran education sessions for numerous workplaces, sporting teams and research studies. Her passion is improving the health of the community through sound, relevant nutrition information and education, particularly for young people.



Sarah Hanrahan is a dietitian with a post graduate Diploma in Business (Marketing). Prior to joining the Nutrition Foundation, Sarah spent time living in the Netherlands and United States. The majority of Sarah's career in nutrition was spent working at Nutricia, setting up the New Zealand sales structure and working with infant feeding and specialised nutrition products. A particular interest was nutrition for inborn errors of metabolism. In addition to her Nutrition Foundation work Sarah writes a bi-monthly nutrition feature for REAL magazine.





nznutrition
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